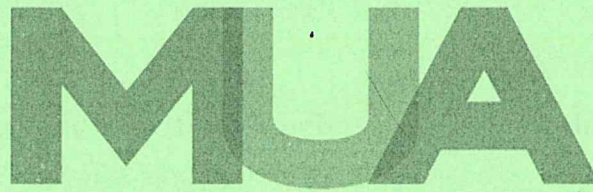


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/

BACHELOR OF ARTS IN DEVELOPMENT STUDIES/BACHELOR OF

COMMERCE

UCU 100: BUSINESS COMMUNICATION

DATE: 8TH DECEMBER 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the following Case Study carefully and answer the questions that follow:

WIKILEAKS & THE *GUARDIAN* (2010)

On Sunday, November 28, 2010 Alan Rusbridger—editor of the British newspaper, *Guardian*,--and a team of journalists pledged to months of secrecy were finally scheduled to go public with one of the most explosive collections of documents in the paper's history: 250,000 classified US diplomatic cables recording confidential conversations and contacts around the world.

The newspaper had come into possession of the cables thanks to a 21st-century organization called Wikileaks. Wikileaks was founded in 2007 by Julian Assange, a brilliant and mercurial Australian former computer hacker. Assange believed that information, even classified or dangerous information, should be available to everyone. It was in that spirit that he had given the *Guardian* records from the wars in Afghanistan and Iraq, and consequently published these documents in the so-called War Logs in July and October 2010.

Required:

- a. Based on the Case Study, articulate the ethical issues found in 21st Century Business Communication. (10 marks)
- b. After reading the Case Study, it may seem better to avoid online communication altogether. Make a case to support online communication, despite the risks involved. (5 marks)
- c. Discuss the advantages and disadvantages of verbal communication (5 marks)
- d. Demonstrate five ways the receiver may communicate through nonverbal communication. (5 marks)

QUESTION TWO

- Esperanza is a student of Business Communication. Her professor returned her paper complaining that it lacked "Conciseness." How does Esperanza achieve conciseness in her paper? Give her five tips. (5 marks)
- Esperanza is supposed to go for an interview. What are the five stages she is likely to go through? (5 marks)
- Analyze how system design barriers occur in the workplace. (5 marks)

QUESTION THREE

- Mrs. Waweru is the CEO of a beauty salon in Nairobi. Customers have complained to her that her salonists gossip too much. Evaluate her position by explaining why the grapevine exists and how she should handle the grapevine. (10 marks)
- Explain "Upward Communication." (2 marks)
- Discuss three criticisms of advertising. (3 marks)

QUESTION FOUR

- Critique the importance of using visual aids effectively in a presentation. (5 marks)
- The Management University of Africa will be having an open sale for its poultry project. On Friday December 4th 2015, the university will be selling Broiler Chicks at the price of 350/- per kilo. The proceeds will go towards supporting student activities. Payment to be made at the campus photocopy office. Write a memo to all students of the university. (10 marks)

QUESTION FIVE

- In Business Letters you should end with a Complimentary Close. When should you use: yours faithfully, yours sincerely, and best wishes or regards? (3 marks)
- Examine Business E-mail Etiquette and give three examples. (6 marks)
- List six responsibilities of a chairperson in a meeting. (6 marks)

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QUESTION SIX

- a. What are the four elements of an APA paper? **(4 marks)**
- b. Benjamin struggles with referencing. Share three ways he can provide in-text references in his paper according to APA referencing. **(6 marks)**
- c. Highlight what creates a good business report. **(5 marks)**